

## 2017 New-Unit Campaign

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### Kickoff Meeting

Saturday, April 8, 2017

9 AM – 1 PM

Firestone Scouting Resource Center  
1485 Valley Forge Road, Wayne, PA 19087

### AGENDA

- **Welcome & Introductions** (15 min.) *Mark Chilutti*
  - Why Scouting?
  - Chartered Partner Concept
  - Building Sustainable Units
  - Objectives for Today
- **Campaign Overview** (10 min.) *Greg Osborn*
  - Volunteers
  - Goals
  - Timeline
- **Unit Performance Methodology**
  - Know the Market – working session (45 min.)
  - Make the Call (30 min.) *Lonce Scott*
    - Sample Sales Call
    - Sales Call Roleplay in Groups
  - Build & Grow the Unit (15 min.) *Ed Grivner*
- **District Reports**
- **Lunch**
- **William D. Boyce New Unit Organizer Award**
- **Next Steps**
- **Closing Comments**